

A circular stamp with the text "O I P E" at the top, "JC174" at the top right, "PATENT & TRADEMARK OFFICE" along the bottom right edge, and "THE" at the bottom center. The date "JUL 25 2002" is stamped in the center.

267/11

**PATENT**

Customer No. 22,852

Attorney Docket No. 8159.0011

THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re Application of:**

Charles Eric HUNTER et al.

Application No.: 09/465,730

Filed: May 17, 2000

For: SYSTEM AND METHOD  
PERMITTING MERCHANTS TO  
USE ELECTRONIC BILLBOARD  
DISPLAYS TO CARRY  
ADVERTISEMENTS FOR  
PRODUCTS THAT CAN BE  
PURCHASED THROUGH A  
UNIVERSAL, AUTOMATED  
ORDER PROCESSING SYSTEM

Assistant Commissioner for Patents  
Washington, DC 20231

Sir:

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(b)

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), applicants bring to the attention of the Examiner the following documents, which are also listed on an attached form PTO-1449. Applicants respectfully request that the Examiner consider the listed documents and indicate that they were considered by initialing them on the attached form PTO-1449, and returning a copy of the form PTO-1449 with the next communication to applicants.

For the Examiner's convenience, applicants have grouped the documents into groups A-J to assist the Examiner during the examination of this application. Applicants believe that the documents in groups A, B and J may be relevant to the claimed subject matter of this application,

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PATENT

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## GROUP 3600

however, documents in the other groups may also be relevant. Therefore, applicants respectfully request that the Examiner consider all of the documents listed herein. Copies of the listed documents have been submitted herewith, unless otherwise noted.

**A. Personal Ordering Systems and Methods**

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“ICAP and HTML (ATVEF),” [http://www.wink.com/contents/tech\\_icap.shtml](http://www.wink.com/contents/tech_icap.shtml), downloaded and printed on 5/14/02.

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F. Storage Devices and Storage Media

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G. **Interactive Content**

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In addition to the documents listed above, applicants bring to the attention of the Examiner the following commonly assigned pending U.S. Patent Applications:

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Finally, applicants bring to the attention of the Examiner the website www.commerce-tv.com, although applicants do not have a copy of the website and the website is apparently no longer in use.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and applicants determine that any of the applied documents do not constitute "prior art" under United States law, applicants reserve the right to present to the office the relevant facts and law regarding the appropriate status of such documents.

Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

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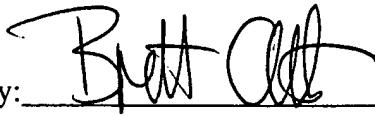
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Respectfully submitted,

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